

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for providing commercial information such as coupon, rebate, price-comparison, or product-review services and information to a requesting entity, utilizing a toolbar within a network browser or system interface computing environment, comprising:

(a) receiving a request for said commercial information via said toolbar;

(b) in response to the request, automatically detecting information about a specific merchant and/or product from within the browser or interface environment;

(c) retrieving relevant stored information about the detected information; and

(d) displaying formatted information to the requesting entity.

2. (Original) A method as recited in claim 1, further including utilizing the toolbar in manner selected from the following list:

(a) as a built-in or integrated feature of a network browser or system interface;

(b) as a plug-in or expandable feature of a network browser or system interface;

(c) as a button, linked or bookmarked feature of a network browser or system interface.

3. (Original) A method as recited in claim 1, further comprising:

receiving personal, preference or usage information associated with the requesting entity.

4. (Currently Amended) A method as recited in claim 3, further comprising:

providing or filtering services and information based on ~~personal information, preferences or usage~~ the personal, preference or usage information.

5. (Original) A method as recited in claim 1, further comprising:

providing access to internal and external sources of such services and information.

6. (Original) A method as recited in claim 1, further comprising:

utilizing the information and services in conjunction with a search engine interface.

7. (Original) A method as recited in claim 1, further comprising:

an auto-activation and/or auto-fill function to automatically enter or transmit coupon information to a merchant web site.

8. (Currently Amended) A system for providing coupon, rebate, price-comparison, or product-review services and information to a requesting entity utilizing a toolbar within a network browser or system interface, comprising:

(a) means for receiving a request for such information;

(b) means for automatically detecting a specific merchant and/or product from the browser or interface environment, in response to the request;

(c) means for retrieving relevant stored information about the detected information;

(d) means for displaying formatted information to the requesting entity.

9. (Original) A system as recited in claim 8, further including means for utilizing the toolbar:

- (a) as a built-in or integrated feature of a network browser or system interface;
- (b) as a plug-in or expandable feature of a network browser or system interface;
- (c) as a button, linked or bookmarked feature of a network browser or system interface.

10. (Original) A system as recited in claim 8, further comprising:

means for receiving personal, preference or usage information associated with the requesting entity.

11. (Currently amended) A system as recited in claim 10, further comprising:

means for providing or filtering services and information based on ~~personal information, preferences or usage~~ the personal, preference or usage information.

12. (Original) A system as recited in claim 8, further comprising:

means for providing access to internal and external sources of such services and information.

13. (Original) A system as recited in claim 8, further comprising:

means for utilizing the information and services in conjunction with a search engine interface.

14. (Original) A system as recited in claim 8, further comprising:

means for an auto-activation and/or auto-fill function to automatically enter or transmit coupon information to a merchant web site.

15. (Currently Amended) A computer program embodied on a computer readable medium for providing coupon, rebate, price-comparison, or product-review services and information to a requesting entity utilizing a toolbar within a network browser or system interface, the computer program, when executed, causing a machine to perform a method comprising:

~~(a) a code segment for receiving a request for such information;~~

~~(b) a code segment for~~ in response to the request, automatically detecting a specific merchant and/or product from the browser or interface environment;

~~(c) a code segment for~~ retrieving relevant stored information about the detected information;

~~(d) a code segment for~~ displaying formatted information to the requesting entity.

16. (Currently Amended) A computer program as recited in claim 15, further including ~~a code segment for~~ utilizing the toolbar:

(a) as a built-in or integrated feature of a network browser or system interface;

(b) as a plug-in or expandable feature of a network browser or system interface;

(c) as a button, linked or bookmarked feature of a network browser or system interface.

17. (Currently Amended) A computer program as recited in claim 15, further comprising:

~~— a code segment for~~ receiving personal, preference or usage information associated with the requesting entity.

18. (Currently Amended) A computer program as recited in claim 17, further comprising:

~~a code segment for~~ providing or filtering services and information based on personal information, preferences or usage.

19. (Currently Amended) A computer program as recited in claim 15, further comprising:

~~a code segment for~~ providing access to internal and external sources of such services and information.

20. (Currently Amended) A computer program as recited in claim 15, further comprising:

~~a code segment for~~ utilizing the information and services in conjunction with a search engine interface.

21. (Currently Amended) A computer program as recited in claim 15, further comprising:

~~a code segment for~~ an auto-activation and/or auto-fill function to automatically enter or transmit coupon information to a merchant web site.

22. (Currently Amended) A ~~computer interface suitable for use as an Internet web browser, said computer interface~~ system comprising:

a processor coupled to memory, the memory storing instructions, the instructions, which, when executed, provide:

a coupon toolbar operable by a user of said an Internet web browser; and

an autodetect process initiated by said coupon toolbar, said autodetect process responsive to a context of said Internet web browser at a time of initiation of said autodetect process to provide information related to an e-commerce transaction being considered by said user of said Internet web browser.

23. (Currently Amended) A ~~computer-interface~~ system as recited in claim 22, wherein said information related to said e-commerce transaction includes an electronic coupon for use by said user during said e-commerce transaction.

24. (Currently Amended) A ~~computer-interface~~ system as recited in claim 22, wherein said information related to said e-commerce transaction includes product information related to said e-commerce transaction.

25. (New) A machine-readable medium embodying instructions, the instructions, when executed, causing a machine to perform a method comprising:

providing a coupon toolbar operable by a user of an Internet web browser; and

performing an autodetect process initiated by said coupon toolbar, said autodetect process responsive to a context of said Internet web browser at a time of initiation of said autodetect process to provide information related to an e-commerce transaction being considered by said user of said Internet web browser.

26. (New) The machine readable medium of claim 25, wherein said information related to said e-commerce transaction includes an electronic coupon for use by said user during said e-commerce transaction.

27. (New) The machine readable medium of claim 25, wherein said information related to said e-commerce transaction includes product information related to said e-commerce transaction.

28. (New) A system comprising:

means for receiving a request for information related to an e-commerce transaction being considered by a user of an Internet web browser;

means for performing an autodetect process, said autodetect process responsive to a context of said Internet web browser at a time of initiation of said autodetect process to provide information related to said e-commerce transaction;

means for displaying said information in response to said request;